

Amendments to the Claims:

Please amend the claims as follows:

1-35. (Cancelled)

36. (Currently Amended) An advertising system, comprising:
a modifiable electronic display in a plane substantially horizontal to a floor and
configured to occupy an area of a the floor;
at least one motion sensor for detecting motion;
a memory comprising instructions for illuminating the electronic display; and
a controller, that is in electrical connection with the electronic display, the sensor and the
memory and that reads the memory and activates the electronic display in response to a signal
from the sensor.

37. (Previously Presented) The advertising system of claim 36, wherein the at least one
motion sensor senses motion proximal to the electronic display.

38. (Previously Presented) The advertising system of claim 36, further comprising a direct
current power source that powers the controller.

39. (Previously Presented) The advertising system of claim 36, wherein the memory
instructions further comprise instructions for instructing the controller to illuminate the
electronic display in a first pattern and a second pattern.

40. (Previously Presented) The advertising system of claim 36, further comprising a speaker
for broadcasting sounds which is in electrical communication with the controller and wherein the
memory further comprises sound instructions for broadcasting a first sound.

41. (Previously Presented) The advertising system of claim 36, wherein the controller reads the memory sound instructions and activates the speaker to broadcast the first sound in response to a signal from the sensor.

42. (Currently Amended) A method of advertising, comprising:
displaying a first visual content on a modifiable electronic display in a plane substantially horizontal to a floor and configured to occupy an area of a the floor;
sensing motion; and
displaying a second visual content on the electronic display when motion is sensed.

43. (Previously Presented) The method of claim 42 wherein sensing motion comprises sensing motion in an area proximal to the electronic display.

44. (Previously Presented) The method of claim 42, further comprising sensing that the motion has stopped.

45. (Previously Presented) The method of claim 42, further comprising receiving an interface signal from an interface switch.

46. (Previously Presented) The method of claim 45, further comprising displaying a third visual content on the electronic display after receiving the interface signal.

47. (Previously Presented) The method of claim 42, further comprising broadcasting a first sound through a speaker.

48. (Canceled)

49. (Previously Presented) The method of claim 46, wherein sensing motion comprises sensing motion in an area proximal to the electronic display.

50. (Previously Presented) The method of claim 46, further comprising sensing that the motion has stopped.

51. (Previously Presented) The method of claim 46, further comprising broadcasting a first sound through a speaker.

52. (Currently Amended) A system for conveying information, comprising:
a modifiable electronic display in a plane substantially horizontal to a floor and
configured to occupy an area of a the floor;
a speaker;
at least one motion sensor;
a memory comprising instructions for displaying visual content on the electronic display
and for creating a sound to be broadcast by the speaker; and
a controller, that is in electrical connection with the electronic display, the speaker, the
sensor and the memory, the controller executing the memory instructions in response to a motion
sensed signal from the sensor to display a first visual content on the electronic display and to
broadcast a first sound through the speaker in response to the signal.

53. (Previously Presented) The system of claim 52, further comprising an interface unit
which is in electrical communication with the controller and wherein the controller executes the
memory instructions in response to a signal from the interface unit to display a second visual
content on the electronic display and to broadcast a first sound through the speaker in response to
the signal.

54. (Currently Amended) A display system, comprising:
a modifiable electronic display in a plane substantially horizontal to a floor and
configured to occupy an area of a the floor;
at least one motion sensor;
a controller coupled to the at least one motion sensor and the electronic display; and
a memory coupled to the controller;
wherein the controller activates the electronic display in response to a state of contents of
the memory based on a signal from the at least one motion sensor and detected by the controller.

55. (Previously Presented) The display system of claim 54, wherein the at least one motion
sensor senses motion proximal to the display system.

56. (Previously Presented) The display system of claim 54, wherein the controller activates
the electronic display to display a first visual content and a second visual content based on a first
state and a second state, respectively, of contents of the memory.

57. (Previously Presented) The display system of claim 56, wherein the controller activates
the electronic display to display visual content based on a third state of contents of the memory.

58. (Previously Presented) The display system of claim 54, further comprising a sound-
generating device coupled to the sensor system to generate a sound based on a signal from the
motion sensor.

59. (Canceled)

60. (Canceled)

61. (Canceled)

62. (Currently Amended) A system for conveying information, comprising:
a modifiable electronic display in a plane substantially horizontal to a floor and
configured to occupy an area of a the floor;
a sound-generating device;
a motion sensor;
a controller coupled to the motion sensor, the electronic display and the sound-generating
device; and
a memory coupled to the controller;
wherein the controller causes the electronic display to display a first visual content or the
sound-generating device to generate a sound in response to a first state of contents of the
memory based on a signal from the motion sensor and detected by the controller.

63. (Previously Presented) The system of claim 62, wherein the controller causes the
electronic display to display a second visual content in response to a second state of contents of
the memory based on a signal from the motion sensor and detected by the controller.

64. (Previously Presented) The system of claim 63, wherein the controller causes the
electronic display to display a third visual content in response to a third state of contents of the
memory based on a signal from the motion sensor and detected by the controller.

65. (Currently Amended) A system for advertising comprising:
a sensor;
an output device for generating sound;
a modifiable electronic display in a plane substantially horizontal to a floor and
configured to occupy an area of a the floor and to convey information for a product including
location information for the product;

a memory comprising instructions for generating sound from the output device; and a controller in electrical connection with the output device, the sensor, and the memory, the controller executing instructions in response to a signal generated by the memory.

66. (Previously Presented) The system of claim 65, wherein the sensor is a motion sensor.
67. (Previously Presented) The system of claim 66, wherein the motion sensor is adapted to sense motion proximal to the electronic display.
68. (Previously Presented) The system of claim 65, wherein the memory instructions comprise instructions for generating a first sound output and instructions for generating a second sound output.
69. (Previously Presented) The system of claim 68, wherein the controller (i) executes the instructions for generating the first sound output in response to a first signal from the sensor, and (ii) executes the instructions for generating the second sound output in response to a second signal from the sensor.
70. (Previously Presented) The system of claim 65, wherein the output device is at least one speaker.
71. (Canceled)
72. (Previously Presented) The system of claim 65, wherein the memory further comprises instructions for displaying a first visual content on the electronic display and instructions for displaying a second visual content on the electronic display.

73. (Previously Presented) The system of claim 72, wherein the controller (i) executes the instructions for displaying a first visual content on the electronic display in response to a first signal from the sensor, and (ii) executes the instructions for displaying a second visual content on the electronic display in response to a second signal from the sensor.

74. (Previously Presented) The system of claim 65, wherein the sensor is proximal to the floor display.

75. (New) An advertising system, comprising:

an electronic display in a plane substantially horizontal to a floor, configured to occupy an area of the floor, and configured to generate and display an image;

at least one motion sensor for detecting motion;

a memory comprising instructions for illuminating the electronic display; and

a controller, that is in electrical connection with the electronic display, the sensor and the memory and that reads the memory and activates the electronic display in response to a signal from the sensor;

wherein the electronic display is further configured to electronically modify the displayed image.

76. (New) A method of advertising, comprising:

displaying a first visual content on an electronic display in a plane substantially horizontal to a floor and configured to occupy an area of the floor, where electronics of the electronic display are modifiable;

sensing motion; and

displaying a second visual content on the electronic display when motion is sensed.

77. (New) A system for conveying information, comprising:

- an electronic display in a plane substantially horizontal to a floor, configured to occupy an area of the floor, and configured to generate and display an image;
- a speaker;
- at least one motion sensor;
- a memory comprising instructions for displaying visual content on the electronic display and for creating a sound to be broadcast by the speaker; and
- a controller, that is in electrical connection with the electronic display, the speaker, the sensor and the memory, the controller executing the memory instructions in response to a motion sensed signal from the sensor to display a first visual content on the electronic display and to broadcast a first sound through the speaker in response to the signal;

wherein the electronic display is further configured to electronically modify the displayed image.

78. (New) A display system, comprising:

- an electronic display in a plane substantially horizontal to a floor, configured to occupy an area of the floor, and configured to generate and display an image;
- at least one motion sensor;
- a controller coupled to the at least one motion sensor and the electronic display; and
- a memory coupled to the controller;

wherein the controller activates the electronic display in response to a state of contents of the memory based on a signal from the at least one motion sensor and detected by the controller and wherein the electronic display is further configured to electronically modify the displayed image.

79. (New) The display system of Claim 78 further comprising a sound-generating device.

80. (New) A system for advertising comprising:

- a sensor;
- an output device for generating sound;
- an electronic display in a plane substantially horizontal to a floor and configured to occupy an area of the floor and to convey information for a product including location information for the product;
- a memory comprising instructions for generating sound from the output device; and
- a controller in electrical connection with the output device, the sensor, and the memory, the controller executing instructions in response to a signal generated by the memory;

wherein the electronic display is further configured to electronically modify the displayed image.